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Participation in, fair work for health, well-being and equity – insights from local counsellors, Public Service Board members, policy officers and a City and Growth Deal representative

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Purpose and Summary of Document:

The purpose of this report is to present the insight findings from semi-structured interviews with local counsellors, Public Service Board (PSB) members, policy officers and a City and Growth Deal representative in relation to fair work, for health, well-being and equity.

Work Plan reference: 1.5.1, 1.5.2 (2021/22)

Contents

1	INTRODUCTION	4
1.1	Background.....	Error! Bookmark not defined.
2	METHODOLOGY	4
3	THE FINDINGS	6
3.1	Perception of Fair Work	7
3.2	The Value of Fair Work	8
3.3	Ways of Working	9
3.4	Accessing information on Fair Work.....	11
3.5	Making the Case for Fair Work.....	12
4	CONCLUSIONS AND RECOMMENDATIONS.....	14

1 Introduction

To inform the work of the expert panel interviews were conducted to gain insights from local and regional partners who are working on this agenda to ensure that any resources and materials produced would be fit for purpose.

This report presents the output of the interviews and distils the main themes and findings to inform the production of resources and materials relating to fair work in Wales.

Interviews were carried out between October - December 2021 with local councillors, Public Service Board (PSB) members, policy officers and a City and Growth Deal representative. The aims of the interviews were to:

- understand more about participants' level of awareness and knowledge about fair work and how it relates to health and well-being,
- explore where participants obtain information from and what their needs are in relation to identifying and processing information to support decision making.

2 Method

2.1 Approach

Insights were collected from a purposive sample of local counsellors, PSB members, policy officers and a City and Growth Deal representative from across Wales using semi-structured one-to-one and group interviews.

2.2 Sample

Due to time constraints, participants were recruited through existing networks within the Wider Determinants of Health Unit. Table 1 provides a breakdown of participants.

Table 1: Summary of Interviews

Type of Engagement	Number Held (Microsoft Teams video call)	Number of Participants	Functions / Roles Represented
Semi-structured Interviews	5	5 participants	1 City and Growth Deal Representative (South Wales)

Type of Engagement	Number Held (Microsoft Teams video call)	Number of Participants	of Functions / Roles Represented
			4 PSB members (3 local council, 1 education sector) from 3 PSB areas (South Wales Urban Areas)
Focus Group	1	3 participants	3 Council officers from 1 Local Council (South East Valleys)

2.3 Interview schedule data collection

The semi-structured interview guide was developed by the project team (Appendix C) and informed by the relevant components of the capability, opportunity, motivation – behaviour (COM-B) framework (Appendix D). The interview guide outlined the main themes for discussion and included open-ended questions and interviewer prompts and probes. Interviews were around 45-60 minutes in duration.

The interview guide focused on the role of the participant and how they contribute to work on the economy, with specific reference to fair work before addressing thoughts on the relationship between fair work and health. Interviews then moved on to gathering insights on the work of the PSBs and City and Growth Deals in relation to fair work before lastly focusing on where participants obtained information from and what types of information were most important to them to support decision making.

A definition of fair work slide produced by Public Health Wales was shown to participants to read briefly after Question 3 to help facilitate the discussion (Appendix E).

2.4 Recruitment and data collection

Potential participants were sent an e-mail invitation and an information flyer about the project in advance (see Appendix A and B for invitation and information flyer). **Participants were approached in a variety of ways for example via PSB co-ordinators; local Directors of Public Health; contacts of the project team and through public information available on PSBs/local authority websites.**

Prospective participants were then sent a Microsoft Teams call invite via e-mail to confirm a date and time. Consent forms were completed and signed

by all participants prior to the interviews being completed. The consent form addressed the subject matter and provided participants with the information needed to make an informed choice regarding their participation.

All interviews were recorded and transcribed using Microsoft Teams software. Interviews were held between 26th October and 8th December 2021. The intention was to carry out around 10-15 interviews with participants from as many different local authorities and PSBs as possible. However, limited responses following recruitment resulted in a total of five interviews and one focus group consisting of three participants.

2.5 Data analysis

Data analysis was guided by a qualitative research methodology as outlined by Braun and Clarke's (2006)¹ work on Thematic Analysis and following the steps outlined below:

- Analysts to familiarise themselves with whole data set
- Generation of initial codes
- Searching for themes
- Reviewing themes
- Defining and naming themes
- Producing the report

In accordance with the steps above, the interviewer (TW) and co-reviewer (CP) read through the transcripts and generated codes individually in Microsoft Word before each creating separate 'mind maps' using a Miro Board which displayed initial theme and sub-theme ideas. Analysis and themes were then discussed and reviewed jointly and this collaboration of analysis informed the defining and naming of final themes.

3 Results

Four key themes were identified through the analysis:

- Perception of Fair Work
- Value of Fair Work
- Ways of Working
- Making the Case for Fair Work

¹ Virginia Braun & Victoria Clarke (2006) Using thematic analysis in psychology, *Qualitative Research in Psychology*, 3:2, 77-101

3.1 Perception of Fair Work

There was a lack of awareness of what is meant by the term fair work among most of the interviewees.

Interview 2: "It's not a term I've necessarily heard before in [...] a context that I'm working in."

With three interviewees indicating that they had conducted background reading prior to the interview to familiarise themselves with the term.

Interview 5: "if I'm honest, I was a bit like oh fair work. What's that then? So I did a little bit of a reading"

Interviewees had little awareness and were unable to pin point any specific policies or reports which discussed fair work.

Interview 3: "Off the top of my head, I can't think of any specific policy documents that I've read that have led me specifically to think. OK, this is about fair work and [...] this has influenced me or the PSB"

Although unfamiliar with what is meant by fair work initially, once shown a definition of fair work during the interview, all interviewees had a good general understanding of the concept and perceived that they were already striving to achieve some of the aspects of fair work in their locality or region.

Focus Group 1: "No, I mean, obviously once you, once you have a discussion and you realise actually everything we're doing. Of course, of course we're looking at work, but in terms of Fair work as an initiative, certainly yeah, not something I'm, you know, having spoken to a few colleagues as well prior to today. Sort of people once, once you burrow down to what you're talking about, they're like oh yeah, of course. So yeah, what we do about you know fair contracts, fair... But when you just talk about fair work as a term in itself, I found there was a bit of a lack of awareness there perhaps."

Despite not necessarily referencing fair work, all interviewees were very aware of the interconnected relationship between employment in general and positive health outcomes and its impact on productivity within the economy/ businesses.

Interview 2: "We know that the long term impact of people being unemployed is very detrimental to their physical and mental well-being."

Interview 3: "If I've got a happy workforce, then the organisation is more likely to be happy, and therefore we're likely to be more productive and we're likely to be more successful. You know, if people are happy in work. So for that reason [...] it's probably the first thing that strikes me."

Some interviewees also highlighted that this relationship is well-documented and the importance of employment and health is not new.

Interview 2: "Well the [...] connection between employability and well-being is so well documented across so many different reports. You can go back to [...] reports being written back in the sort of early 80s and 90s. You know where these two things were connected. You know it's no shock or surprise that the two are interlinked."

3.2 The Value of Fair Work

Consistently across the interviews, a strong theme emerged around the value of fair work and its positive impacts on both individuals and wider society.

All interviewees emphasised the benefits that employment and contributing to society brings in terms of feeling valued and providing a purpose for individuals, giving people a place and helping them understand where they fit in.

Interview 1: "pay is an important factor, but it's so much more than that it's about purpose, and about people feeling valued I think and their work which is much more important."

Interview 1: "it's feeling like you know your contribution and fit so you understand where you sit in the bigger picture, you're not just a cog in a wheel somewhere."

Interview 2: "And mental well-being [...] to actually doing a job that had some sort of contribution to society. So regardless of what the role is, whether it's volunteering, whether it's actually paid employment, it's about you being able to contribute, and you would probably receive something from that. Hence that kind of feel good factor as much as it is to do with wage"

All interviewees observed that fair work is about more than just financial reward or a fair wage for the individual.

Interview 1: "Usually when you engage in these conversations somebody brings it straight down to the, you know, the real living wage. Yeah, it's about much more than that, it's about people's vocation and flexibility they're afforded."

Interview 5: "for me it it's not just about the having a fair wage, so it's about the wider sort of opportunity and [...] well-being associated with that employment. So actually you're feeling confident that you're being treated fairly by your employer that you've got a voice"

Interview 4: "Because [...] it's not about the pay, is it? It's often the conditions as well. So how do we better improve that for everyone?"

Interviewees also acknowledged the importance of flexible work, employee voice, access, inclusivity, opportunities and security in employment for individuals.

Interview 3: "access to work so that you know we're inclusive so that we provide that opportunity for the wider community to engage with us in terms of employment ... And the second thing then, [...] I'm thinking about flexible working schedules..."

As well as at an individual level, interviewees also noted the importance of fair work for wider society. Understanding one's place has many positive knock on effects, generating a feel good factor and positive mind set which in turn relieves pressure on other services and improves productivity.

Interview 2: "It stops people claiming benefit which has a financial benefit, not just in economic terms, but actually that dependency on benefit, which is long term. It also has that impact on people's mental health and mental well-being and their contribution to society. And when you're contributing to society, you know if you're talking [...] Green type agenda. You know if people are contributing to it, they're less likely to not want to do the more positive things, and that could just be as simple as recycling, you know."

Considering its benefits for health and well-being, some interviewees argued that fair work is not high enough on the agenda, and how money is invested can make a direct impact.

Interview 1: "And I think one of the things that I sometimes find frustrating is this argument about how we invest our money. It doesn't seem to be high enough on the agenda to make it and I think for me that could make a massive contribution to good, fair work procedures invest in health and well-being"

3.3 Ways of Working

A number of other general issues and challenges were mentioned by interviewees in relation to fair work, the current context and their ways of working locally and regionally. For example, interviewees mentioned a plethora of influences regarding fair work such as Welsh Government, stakeholders/partners and employment support service users themselves. However, there was a consensus from all participants that the Welsh Government is the most influential in terms of setting the direction for local and regional partners.

Interview 2: "Yeah, well, Welsh Government is clearly the biggest and that and that's about a kind of top down approach, isn't it? Welsh Government has said we've identified all these issues. We want you to focus your resources on that."

All interviewees that represented PSBs discussed a number of challenges in relation to embedding the fair work concept in their plans. Two interviewees explained that there is a disconnect between what is expected of PSBs and the reality of their capabilities.

Interview 5: "I [...] suppose for me is where there's a bit of a disconnect between Welsh Government's idea of what a PSB should and could do and the reality of that group of people coming together."

This appeared to be the result of staffing/resourcing issues and insufficient funding, which some interviewees had little knowledge of or control over.

A further challenge observed by two interviewees was collaboration and connecting up the various different agendas/priorities of different PSB partners, with too much to do.

Interview 5: "I think sometimes what you will also find is a big challenge is that partners will say there's too much to do. We can't do it all. So for example, now they're saying as we're doing this current well-being assessment, we just need to pick on a couple of things and focus on those. So you've kind of got this massive agenda that the PSB could and should influence. But the reality is probably for a lot of them. They're not thinking much about the PSB other than between meetings."

Interviewees also highlighted the general challenges, health implications, progress interruptions and adaptations needed due to Covid-19 and the need to do things differently.

Interview 1: "So the things that have been killing us during COVID and continue to do so and I don't mean literally from a health perspective I mean in terms of that economic squeeze. How do we think differently about how we solve those problems and do things differently in the future rather than just expecting a business as usual scenario?"

Some saw that Covid-19 has highlighted and exacerbated inequities and was the chance to do something differently.

Interview 4 "Again, what COVID is showing, isn't it? The massive health inequalities that we've got, you know. And that's driven on poverty levels as well. But it's also, uh, you know something that you know we need to look at across the piece."

Further issues were discussed in relation to translating policy into action with some interviewees reporting challenges associated with the constantly changing economy and policy priorities.

Interview 2: "You've almost got to have this strategic oversight of something that [...] I can only describe as shifting sands, you know, because you're never quite there and things move slightly constantly."

With some highlighting that the priority currently is the green agenda/ climate change but how to balance that with economic recovery and employment.

Interview 5: I suppose [...] at the moment the way the conversation has been going within the PSB is a focus on climate change that would link again to sort of that more green recovery and sort of thinking about our local economy and [...] that's sort of how that contributes to climate change. But then also thinking about the inequality aspects and how do we? I suppose for people to develop some of those solutions and I think employment will have to be part of that, but the challenge will be for our partners. I think in terms of what they will contribute to that as well. So I think [...] there will be some quite interesting conversations.

3.4 Accessing Information on Fair Work

With regards to the question of how participants access information or data in relation to fair work, a large variety of sources were mentioned including: Welsh Government website, labour market statistics, research produced by institutions such as Public Health Wales, Well-being Assessments/Plans, trade unions, private sector work practices, Future Generations Commissioner's Office, network and coordination meetings.

Some interviewees also said they receive information from a data team in their organisation.

Interview 5: "[X] in my team would be looking more at sort of some of the data side of things and seeing what's coming through that".

The interviews also shed light on the fact that policy officers play an influential role as sources of information, controlling to some extent which reports are fed to organisation members.

Interview 3: "I mean I would say probably in terms of the PSB. It's [X] who's the main policy officer [...] would, but you know, I don't have to go searching for stuff because she posts out to the PSB and says, [...] it would be great to read this before next week sort of thing so [...]. I'm just like [...] read it and understand it as best I can and then you know, hopefully try to internalise as much of it as I can and then and use that.

Most interviewees also expressed that there are too many documents, reports, versions and issues which can cause an information overload. As a result, digesting, focussing and prioritising information can become difficult.

Interview 2: "You know you are looking everywhere at everything [...] and sometimes there's such a glut of things that you can't always, you know, keep yourself focused on and they [...] develop all the time. You know I was doing some work with a school recently and they were

quoting constantly this anti-bullying guidance and then at the end I've had to pull her to one side and say you are quoting the 2018 version. There is a 2020 version now, but it's called this you know, and [...] that's the bit that things develop quite quickly. They change and there are so many influencing agendas."

There is also a lack of responsibility of who should actually read reports. One interviewee noted that the people who need to read reports the most, are also the ones who are too busy. Therefore, interviewees argued that simplification and condensing was needed due to the amount of information and length of reports.

Interview 5: "There's so much good information and evidence that does get produced, but the people we want to read it are often too busy to read it and how we how we make it manageable for them. Or engaging enough that once they've looked a bit they want to read more. I mean, a uh, classic example was like the future generations Commissioner's report last year that was just it was, you know, it was just hundreds and hundreds of pages"

In relation to this information overload, one interviewee took issue with the lack of consistency of branding within employment services across Wales relaying that this caused confusion. One interviewee reported that fair work may have previously been called something different.

Interview 4: Yeah, because I don't think it would have been called Fair Work before. It wouldn't have been [...] phrased in that way"

3.5 Making the Case for Fair Work

In order to help overcome the challenges and increasing awareness, participation and availability of fair work, the idea of developing the culture and framing of fair work arose from the interviews.

Due to the fact that the relationship between fair work and good health is already so well documented, interviewees suggested that fair work does not need to be a brand new policy area and does not require a "reinvention of the wheel".

Interview 4: "You know what you've got to remember I suppose policies have been in place for a number of years around a lot of these areas, but what you're doing. You're tweaking those, aren't you? To come to reflect what the Fair Work Agenda is all about and I think it's just about rephrasing a lot of what we do and I think you know a lot of the time it's not reinventing a new wheel or anything like that... Rather, it is about just actually tailoring and progressing the policies we have to now fit with what we want it to fit. You know around the Fair Work element, you know."

Instead, amending existing policies and interweaving, attaching and embedding the fair work agenda within other policies/economic changes is needed to shift mind sets locally and regionally. For example, Covid-19 has already encouraged more employers to be more mindful of flexibility and staff well-being.

Interview 5: "I think it has to be woven in with other priorities so woven in as you were saying about like recovery from COVID, climate change emergency"

Interview 5: "And so I think it [...] has to be seen as part of [...] a lot of other things as opposed to another thing. It may be part of the solution to other things that we're already grappling."

Interview 4: "And I suppose it structures and plans, you know, and we're in the process of updating our well-being objectives, which will obviously cover off these type of things, particularly unfair work, because it is at the cornerstone, isn't it? Of understanding the health inequalities that we're facing? Well, many people are facing, so we, you know, I think there's lots of things that you know we understand. You know to be the catalyst for that. So when, in the mindset of rewriting those policies, you know this will be at the forefront. If they already sit there now in the current plan."

Some interviewees argued that changing mindsets, thinking outside the box and creating a culture of fair work may be required to ensure it is seen as something more than just another economic issue.

Interview 1: "Yeah, I think we framed the challenge differently if we're going to get people to engage otherwise it's just going to feel like [...] one more thing on a long list of compliance issues. Yes, it'd be about compliance and needs to be about culture."

Interview 1: "I think you know the most important aspects of fair work for me is this stuff around, you know mindsets and thinking about you know the cultures that we want to create in our institutions"

Further to this, they expressed that the fair work agenda must avoid turning into a box ticking/target hitting exercise and long list of terms and conditions.

Interview 1: "I think you know, it can become tick box stuff. Yeah [...] I think the challenge is how do you frame the question at the start, in a way that contributes to all of these agendas [...] and we need to do research and development we need to work with other sectors of the disciplines to find the best way and it is a lot of it I think is going to be through civic action, and through communities and, you know great ideas that exist out there and how we tap into those things. I don't think it's the traditional path anymore I think we've got to think differently about how we frame the question. If we want a different answer..."

There was a very clear consensus among all participants that the use of case studies, success stories and examples of personal journeys should play a key part in helping Public Health Wales make the case for fair work.

Focus Group 1: But I think is why when [X] talked about case studies, I mean yeah, absolutely really powerful. And also there is the balance about individual case studies are great because they show an individual story and perhaps things that that's how it's affected their life."

Participants highlighted that there is currently a lack of existing practical insights or qualitative information of this nature available which demonstrates the value of fair work. Additionally, avoidance of long, complicated reports which are text heavy came through as important. Instead, documents should be exciting and with layers to drill behind, consisting of visuals where possible without losing importance through simplification.

Interview 5: "I suppose data around [...] employment levels as opposed to qualitative information about, actually whether people feel that they've got a good experience or not at the moment in terms of their employment [...] I would say we probably haven't got a huge amount of information on fair work. We've probably just looked at employment as opposed to. Positive experience of employment"

Interview 5: "With some diagrams, where everything gets a bit excited and then almost like where you can drill behind that for some of the information or something so it's layered"

Further to this, participants suggested that reports should be consistent and contain a coherent narrative, clearly showing the impact of fair work and feeling valued on health and well-being. Lastly, more awareness needs to be raised around the fair work agenda, focusing on the fact that it is about more than just fair pay.

Focus group 1: "Just some general information actually about fair work and what [...] it really does mean and more awareness raising of that because [...] I had an instinct of what it meant and I did do a bit of research then but I think if there was more of a general sort of promotion or awareness raising with employers and organisations, I think that would could go along way as well."

4 Conclusions and recommendations

This insights work has provided an opportunity to capture views from both local and regional agencies involved with PSB and City and Growth Deals.

The findings from this insight work suggest that there was limited awareness of fair work locally and regionally. Most participants were unfamiliar with the concept but once shown the definition felt a strong resonance and assertion that they believed in its value and importance.

The insights suggest that participants felt that fair work is of important value for both the individual and for society. They understood that fair work was more than just fair wage and touched upon a number of characteristics of fair work. It was clear that they understood the link between work and health, but not necessarily the importance of fair work and its impact on influencing health equity.

The insights demonstrate that PSBs had their challenges in terms of priority setting, having to take into account multiple partners' needs and direction from Welsh Government. Accessing information at a PSB level is via policy officers, or data teams in what can be described as an information or data heavy environment. They felt that information needs to be clear, easy to digest and in particular saw value in the use of case studies.

All participants felt that it was important to make the case for fair work and that now is the time to change the culture or shift mindsets in relation to the agenda, ensuring that it does not become another tick box exercise.

A number of key themes and recommendations have emerged from the work for consideration by the Expert Panel:

- Consider issues around consistency of language and raising awareness of what is meant by fair work
- Increased presence of influential documents perhaps led or endorsed by Welsh Government to raise the fair work agenda
- How efforts can be best spent to shift mindset, or embed fair work in the culture of employment in Wales
- Use of case studies or other ways (e.g. info-graphics) to present information in an accessible, concise and informative manner.

Appendix A – Letter of invitation

Dear xx

I am writing to you in your capacity as a member on the xx PSB.

Public Health Wales are seeking participants experienced in developing and supporting the fair work agenda to take part in a short online interview in the next few weeks.

We would welcome your views as you may have been involved in shaping Public Service Board (PSB) Well-being Plans, or may have experience of working with the City and Growth Deals or other initiatives focusing on increasing employment opportunities including access to fair work. The attached flyer provides further information and background to the work.

I would appreciate if you could give my request some consideration, as I believe you will have some valuable insights and expertise that can support this agenda.

If you would like to discuss further, please get in touch with myself or [xx](#)

Best wishes,

xx

Appendix B: Consent form

Improving Participation in Fair Work to support health, well-being and equity – Insights work

Consent Form

Public Health Wales' Wider Determinants of Health Unit are gathering insights from members and officers who contribute to the work of PSBs or City or Growth Deals in relation to employment, regeneration and participation in fair work.

This qualitative research will gather insights to guide the development of materials which influence and support regional and local participation to maximise opportunities for participation in fair work which supports health, well-being and equity.

The interviews will be semi-structured and will last no longer than 45-60 minutes.

Consent

	Please tick
I consent to participate in the interview	
I give my permission for the discussion to be recorded on MS Teams.	
I am aware that I can withdraw my consent at any point during the interview	
I understand that my responses will be anonymised and that the data will only be used by Public Health Wales to inform the development of resources to support local and regional partnerships	

Signature:

Print Name:

Job Title:

Date:

Data protection Statement

Any information we hold is protected from use by other individuals and organisation under the Data Protection Act 2018 and will only be used for the purposes of data analysis. We will notify you directly of any changes to the use and purpose of data.

MS Teams recordings and transcripts will be destroyed by 31 January 2022.

Appendix C: Interview Schedule

Improving Participation in Fair Work to support health, well-being and equity – Insights work

Interview schedule

1. Introduction

Thank you for agreeing to participate in this interview today. My name is ..., and I am a Public Health Research Officer in the Wider Determinants of Health Unit at Public Health Wales.

The interview will last 45 minutes to an hour if that's okay? *[Interviewer to check how much time they have – tell them the interview will last between 45-60 minutes]*. Before we begin I would just like to give you some background and context to the work.

Earlier this year the Wider Determinants of Health Unit produced a series of reports detailing the effects of Coronavirus on employment in Wales. Following this, an Expert Panel was established to support Public Health Wales to develop recommendations to influence action across the system, focussing on local and regional partnerships to improve access to fair work. This work closely relates to the aspirations of government for recovery and health equity.

The Expert Panel is considering the current landscape and future opportunities of how local and regional partnerships can improve participation in fair work. In order to inform this work, we are looking for insights from those who are working on this agenda to ensure that any resources and materials we produce will be fit for purpose.

We are interviewing a variety of people that are involved in the work of PSBs and City / Growth Deals from across Wales. The interviews will all be completed by mid-November.

We will be asking you a series of questions about:

- Your role and how you contribute to work on the economy and regeneration with specific reference to participation in fair work
- Your thoughts on the relationship between fair work and health
- The work of the PSB / City / Growth Deal in relation to participation in fair work
- Where you obtain information from in relation to participation in fair work and if there are any information gaps.

We will only use the data collected for the purpose of this project and your contributions will be anonymised in the final report. Interview transcripts

will be downloaded from the Microsoft Teams call after the interview is completed and recordings of the call will be destroyed once the transcript is downloaded. We will keep the interview transcripts until the 31st January 2022. After this period they will be destroyed. We will share the final report with you.

- Do you have any questions before we start?

2. Complete consent form with participant

3. Questions

	COM-B component	Question
1	-	Could you please tell me a little about your role in the [PSB / City Deal / Growth Deal]?
2	-	What do you see as the [PSB's / City Deal's / Growth Deal's] role in progressing the Welsh Government's aspirations to build an economy based on the principles of fair work, sustainability and the industries and services of the future?
3	Capability	What does the term fair work mean to you? <i>[Show slide with definition which will guide the rest of the interview]</i>
4	Capability	What do you see as the relationship between fair work and the health and wellbeing of the population?
5	Motivation	In your role as X, why is increasing participation in fair work important to you? <i>[If participant is unsure how to answer question, PROMPT: e.g. what about the links with the sustainable economy / GDP / productivity / green recovery / population health and well-being?]</i>
6	-	Do you have an example in your area of where partnerships have increased participation in fair work?

		<i>[If no, PROMPT are you aware of any example in Wales or the UK?]</i>
7	Opportunity	Increasing participation in fair work is a complex area requiring multi-sectoral action. What specific obligations does the PSB (or City and Growth Deal) have in this area? <i>[PROMPTS: structures, policies, plans]</i>
8	Opportunity	Who or what influences which areas the PSB [City or Growth Deal] focuses on in relation to participation in fair work? <i>[PROMPTS: stakeholders, funding, resources]</i>
9	Opportunity	What are the current priorities for the PSB [City or Growth Deal] in relation to participation in fair work?
10	Behaviour	What types of information do you seek to help inform decisions on improving participation in fair work?
11	Behaviour	Where do you obtain this information from? <i>[PROMPTS: from policy officers, websites, internal briefings]</i>
12	Behaviour	How do you prioritise what information to look at? <i>[If participant if unsure how to answer the question PROMPT : e.g. do you search for information yourself or do you look at information sent to you by colleagues?]</i>
13	Capability	Are there any gaps in relation to information about participation in fair work which would help inform regional / local decision making?

14	-	<p>Can you think of any documents, in relation to participation fair work, that have been influential in shaping discussions within the [PSB / City Deal / Growth Deal]?</p> <p><i>[PROBE: Why were they influential?]</i></p> <p><i>[PROMPTS: credible source / use of evidence / use of personal stories / layout or format of the document]</i></p>
15	-	<p>How do you think Public Health Wales should best make the case that increasing participation in fair work is good for productivity and good for the health and well-being of the population?</p>
16	-	<p>Do you have any other comments or wish to add anything else?</p>

Appendix D: COM-B Model



Capability	<p>Physical capability – skills, abilities or proficiencies required through practice</p> <p>Psychological capability – knowledge, memory, attention, decision, processes, behavioural regulation</p>
Opportunity	<p>Physical opportunity – environmental content and resources</p> <p>Social opportunity – social influences such as social pressure, norms, conformity, social comparison</p>
Motivation	<p>Reflective motivation – beliefs about capabilities and consequences, role, identity, intentions, goals, optimism</p> <p>Automatic motivation – emotions, reinforcement, such as rewards, incentives, punishment</p>

R. West, S. Michie, 2020. A brief introduction to the COM-B Model of behaviour and the PRIME Theory of motivation. <https://www.semanticscholar.org/paper/A-brief-introduction-to-the-COM-B-Model-of-and-the-West%20Michie>

Appendix E: Fair Work Definition

Fair Work:

- Fair work is where workers are fairly rewarded, heard and represented, secure and able to progress in a healthy, inclusive environment where rights are respected.
- Characteristics within the definition: Fair reward; employee voice and collective representation; security and flexibility; opportunity for access, growth and progression; safe, healthy and inclusive working environment, legal rights respected and given substantive effect.
- The promotion of equality and inclusion is integral to all six characteristics.

Source: Fair Work Wales, Report of the Fair Work Commission, 2019 <https://gov.wales/fair-work-wales>